

10/23 REVISION
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VIDEO DIRECT LETTER 10/17 REVISION

THE MARLBORO UNLIMITED.

YOU'VE HEARD ABOUT IT. YOU'VE READ ABOUT IT. AND NOW YOU CAN SEE IT ALL FOR YOURSELF. IT'S TIME TO GET ON BOARD.

THE TRAIN. SEE IT ON THE VIDEO ... 20 STATE-OF-THE-ART RAIL CARS DESIGNED, BUILT AND OUTFITTED EXCLUSIVELY FOR MARLBORO SMOKERS. 100 DELUXE STATEROOMS. A DANCE CLUB. TWO DINING CARS. A SPA CAR. AND OBSERVATION CARS BUILT TO SHOW YOU THE WEST LIKE YOU'VE NEVER SEEN IT BEFORE.

THE TRIP. FOR YOUR CHANCE TO WIN IT, FILL OUT THE SWEEPSTAKES ENTRY FORM AND SEND IT IN. 2,000 WINNERS AND 2,000 GUESTS WILL BOARD THE MARLBORO UNLIMITED FOR 5 DAYS AND 5 NIGHTS, THROUGH A LAND THAT KNOWS NO LIMITS.

THE GEAR. YOU MAY NOT WIN THE TRIP, BUT YOU CAN STILL GET THE GEAR. THERE'S FISHING GEAR, MOUNTAIN BIKES THAT FOLD, BAGS BUILT TO TAKE WHATEVER COMES YOUR WAY, AND MORE. 30 NEW ITEMS, IN ALL. YOU'LL FIND THEM DETAILED IN THE SPECIAL MARLBORO UNLIMITED GEAR CATALOG WE'VE ENCLOSED. JUST GET THE MILES, AND GET THE GEAR.

AND USE THE NEW MARLBORO UNLIMITED MILES SAVER, TO HELP YOU KEEP TRACK OF YOUR MILES.

THE MARLBORO UNLIMITED. THE TRAIN. THE TRIP. THE GEAR. GET ON BOARD.

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